

OBJECTIVE

Meet business objectives by providing value to consumers via engaging, innovative experiences.

Lead, mentor and develop creative professionals to deliver maximum impact.

EXPERIENCE

Cal Poly Corporation

Design & Content Manager
November 2015 – present

Digital, print and experiential marketing for non-profit Campus Dining, University Store and 28 other sub-brands and brand extensions.

- Built the first email marketing program for Campus Dining and University Store with 48.5% average open rate.
- Developed eight new sub-brands in 2016 for Campus Dining and re-built brand guidelines for existing brands.
- Leads and mentors students to execute marketing initiatives as part of Cal Poly's "Learn by Doing" motto.
- Manages ~250 hours per week in resources, including students, intermentents and independent contractors.

Rosetta Marketing – Samsung

Manager, Social Media and Content Strategy
May 2012 – November 2015

Social CRM, email, content strategy and loyalty programs for Samsung Mobile USA, Samsung Global and Samsung Media Solutions Center America (MSCA).

- Provided best practices for community engagement for Samsung+, a support app for mobile customers with over 10 million active users
- Developed strategy and content plan for educational and rewarding mobile app Owner's Hub, delivering over 4,000 pieces of content.
- Created an *Owner Intelligence* team to provide insight from customers on social channels, which fueled strategy for a loyalty program that resulted in a 65% increase in customer satisfaction.
- Community Manager (customer support) for Jay Z's *Magna Carta Holy Grail* mobile app, offered exclusively to Samsung owners.
- Led resourcing for POEM (Paid, Owned, Earned Media) team. Maintained 90-95% billable rate for five full-time team members on Samsung and other client accounts. Managed 200k quarterly budget as part of a 10 MM annual loyalty program.
- Led knowledge-sharing efforts for POEM team. Identified opportunities and developed tools for team members to grow expertise from colleagues across six offices nationwide.
- Received a promotion in August 2013.

Contractor, Content Strategist
February 2016 – June 2016

- Personal branding and social channel content strategy playbook for President Tammy Soares.

EXPERIENCE

Kara Clark Designs

Creative Director/Owner (freelance)
May 2003 – present

Freelance creative director and content strategist delivering design and marketing services for regional, national and global clients.

- Specializes in lifestyle – luxury hospitality and retail services, food & wine, health & wellness, travel & tourism, home & garden and fashion & beauty.
- Clients: Indian Health Services, Costa Rica Luxury Resort, Jafra USA, Healing Touch Day Spa, Cuvée Champagne Bar, Starr Hall, SmartyVA.com, EQ Clubs, Paderewski Festival of Paso Robles, SLO TBID
- Agencies:

Juice Media

Art Director (freelance)
July 2010 – May 2012

Clients: DAOU Vineyards, J Lohr, Justin Winery, Denner Vineyards, SLOIFF, Central Coast Lavender, Limerock Orchards, Halter Ranch Vineyard

Mental Marketing

Designer (freelance)
Nov 2009 – May 2012

Clients: We Olive, Travel Paso Robles Alliance, Festival Mozaic, A&R Furniture, Poalillo Vineyards

Central Coast Magazine & Nuance Creative Services

Producer, Webmaster, Editorial Designer, Stylist
June 2006 – May 2009

Ideation and creative development with journalism team, liaison between creative director and editor-in-chief.

- Booked a shoot in private rooms at Hearst Castle in collaboration with Friends of Hearst Castle, a non-profit organization.
- Produced editorial by selecting and booking photographers, illustrators and vendors, managing a schedule and negotiating budgets. Created casting calls with central coast locals and nourished vendor relationships that enabled cost-effective production.
- Designed covers, features, editorial pagination and in-house promotions. Curated wardrobe and props to style photography.
- Designed, maintained and performed SEO for the 600+ page website.
- Received a promotion in July 2007.

S. Lombardi & Associates

Art Director and Graphic Designer
July 2004 – June 2006

Developed design campaigns, managed a team of creative personalities, delegated responsibilities.

- Increased productivity for art department team members by streamlining time-tracking processes, converting a team from 45% billable to 75% billable.
- Learned essentials of high-volume production environment, including time-tracking for invoicing, generating estimates, working with tight deadlines, multi-tasking and managing a project's life cycle from inception to press.
- Received a promotion in July 2005.

Equilibrium Fitness for Women

Les Mills® Group Fitness Instructor
September 2008 – present

PROFICIENCIES

Creative Direction

Brand development, storytelling, storyboarding, ad campaigns, ideation, experiences and activations with strong focus on loyalty marketing

Digital Marketing

Strategy and planning for paid, owned and earned media channels with strength in email, social, web and mobile apps

Content Strategy

Brand publishing, original, co-created and user-generated strategies, playbook development, content plans, calendars, curation, community management, copywriting, distribution, analytics

Brand Planning

Strategy, consumer research and insight, audience segmentation, social listening, trend reports, POVs

Art Direction

Digital, print, graphic design, typography, editorial, photo styling, graphic arts, digital imaging, photo

re-touching, pre-press, print buying, calligraphy, serigraphy, letterpress

Team Leadership

Career management, knowledge-sharing, motivational fitness coaching, training

Project Management

Resourcing, budgeting, timelines, dependencies

Software

Adobe Creative Suite, Powerpoint, Prezzie, Acrobat

Microsoft Office, QuickBooks, Asana, Basecamp

High proficiency for adapting to industry standard tools:

Wordpress, Mailchimp, Kapost, Brandwatch, Sysomos, Iconosquare, Google Analytics, Hubspot, Buffer, Sprout Social, Zen Desk, etc.

Working knowledge

SEO, SEM, front-end development, photography, Final Cut Pro, After Effects

RECOGNITION

- **2016 Mobile Marketing Association Smartie** – Relationship Building/CRM, Turning Data into Desire (provided digital web channel playbook for GalaxyPages and insights via social listening and user-generated content curation)
- **2014 Effie Award** – Single Impact Engagement, Samsung Mobile USA's Jay Z *Magna Carta Holy Grail* mobile app (supported integration for social customer service)
- Guest Lecturer at Cal Poly's Contemporary Advertising class, JOUR 331
- Keynote Speaker for Cal Poly's Public Relations Student Society of America (PRSSA)
- Knowledge-sharing lead for POEM discipline at Rosetta Marketing, 2014–2015
- Five Addy Awards in 2010
- Certified Les Mills™ Body Attack™ Fitness Instructor, April 2008-present
- Completed Advanced Instructor Module (AIM) in August 2010
- Certified Les Mills™ Body Step™ Fitness Instructor, January 2009-present
- First Place, ASU AIGA Juried Design Show, 2003
- Best in Show Overall, ASU Second Annual Juried AIGA Design Show, 2004
- Chancellor's List every semester, 2000-2004
- Gamma Beta Phi Honor Society, Alpha Chi Honor Society

ASSOCIATIONS

- American Institute of Graphic Artists (AIGA), Professional Member
- Society of Publication Designers (SPD), Associate Member
- San Luis Obispo Creative and Marketing Alliance (SLOCAMA)
- Central Coast Women's Network (CCWN)
- American Institute of Graphic Artist Student Chapter, Treasurer; Student Art League, Vice President; Resident Student Association, Treasurer
- Appalachian Dance Ensemble Performer

EDUCATION

BFA in Graphic Design, May 2004
Appalachian State University – a NASAD-accredited art department
Cumulative GPA, un-weighted: 3.91, *Summa Cum Laude*